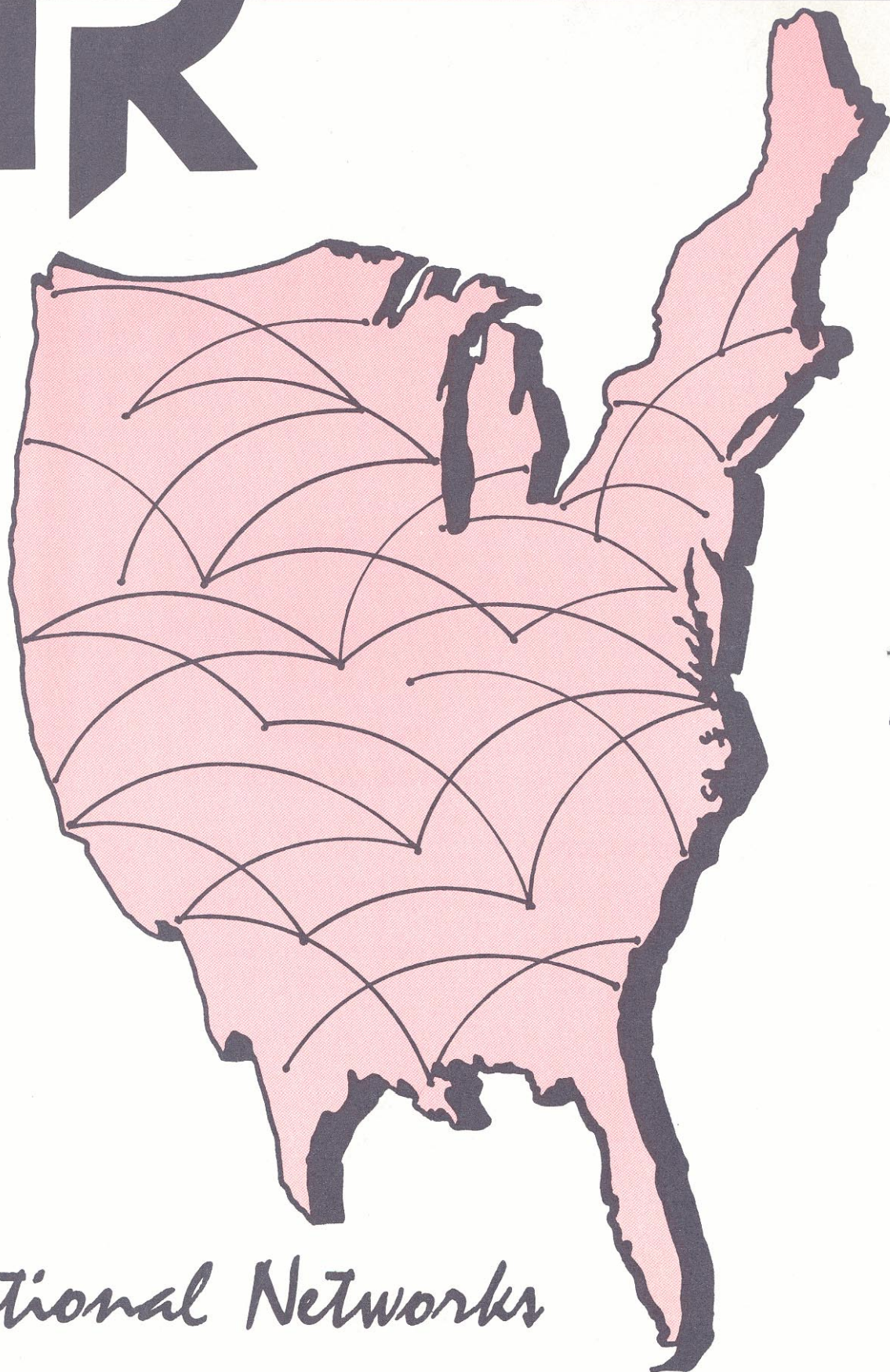


Volume 6, No. 3
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CTR

Community Television Review



Institutional Networks

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Letters to the Editor

Dear Editor,

The entire staff of HCE-TV have just read our first copy of the Community Television Review from cover-to-cover and found it informative and eye-opening.

Of special interest to us, at this time, was the article on Alaska. Being first of all, an educational teaching/production center; we are interested in learning more about the weekly high school production of "Ketchikan High News & Views." If possible, could you send me the address of Warren Hennigan so we could, perhaps, work out a tape "exchange"... we too do a similar project with the Hardin County High Schools.

Being a novice at public/community access (Hardin County Cable Television, Hardin County, Kentucky) the staff of HCE-TV will be looking forward to additional informative publications.

What about past issues? Are they available? If so, for how much?

Brad Merens,
Director HCE-TV

Warren Hennigan can be reached at McCaw Cablevision 345 Main Street, Ketchikan, AK. 9901. The next issue of the CTR will highlight children's programs in the programming section, these listings might be of interest also.

Past issues of the CTR are available from the NFLCP office, 906 Penn. Ave., SE., Washington, D.C. 20003 for \$3.00 an issue.

Issues available cover the following themes:

*Managing Access
Computers in Community Settings
Women & Minorities in Community TV
Libraries of the Future
Low Power Television
Municipalities & Cable TV*

Dear Editor,

I have just finished reading the Spring 1983 CTR cover to cover. It is one of the most useful, informative and interesting hours I have spent recently.

Having been a local origination coordinator for 2½ years and developing the LO and access department during construction and

turn-on for the nine systems in this district, I found the issues and concrete problems addressed very helpful.

Thank you for an entertaining, enlightening publication.

Sincerely,
Joan G. Bendix,
LO Coordinator,
Continental Cablevision
of Northeast Ohio.

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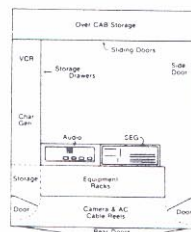
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"The Parasol", Myron Moss.

☆ Arlington Cablesystems:

"Sew with Marnie", Judy Feldman

"Christmas Special", John Judd/Ed Fiddler

☆ Congratulations one and all! ☆

PROFILE

The Public Access Channel That Could and Did, With Very Little

by Pat Torn

Quote . . . Unquote, Inc. is of B.F.G.R.P. vintage (before the franchising gold rush period). It formed in Albuquerque, New Mexico, where the 1977 cable franchise agreement with Albuquerque Cable Television Company does not require public access. No franchise fee money or general fund money has been allocated for public access support by the city. (Although that could change by the time you read this article.)

As most of you who are involved with public access, I have a vested "public interest" in the success and survival of public access to television, which in Albuquerque means the success and survival of Quote . . . Unquote. I was a member of the first organized group of citizens committed to public access and to programming on television in Albuquerque. That non-profit organization, known as Mesa Communications Group, survived for one year; the year was 1974, four years before cable came to town and four years before Bill and Denise Makley, founders of Quote . . . Unquote, came to town.

My involvement with that now defunct group and my current involvement as a member of the Board of Directors of Quote . . . Unquote, Inc. are probably the reasons I was asked to address the City Council and Cable Advisory Board at Quote . . . Unquote's open house, held as a celebration for receiving the 1983 N.F.L.C.P. Community Communications Award. The open house and award were seen as an opportunity to further promote community use and support of public access in Albuquerque.

During the formal presentation, I made an analogy between the children's story *The Little Engine that Could* and Quote . . . Unquote as the public access organization that could and did with very little. I pointed out that Mesa Communications Group failed to make it to the top of the hill because it lacked several essential elements necessary for the survival of public access. Now, through Quote . . . Unquote, most of the survival elements are in place in Albuquerque. Quote . . . Unquote provides a channel for programming, community outreach and information, training, video facilities and equipment, and fundraising efforts.

The last point made was that while we have made it to the top of the hill, as we look down the track we see an even steeper hill, and that we think we can make it to the top with the support of the cable company, members of the community, the Albuquerque Cable Advisory Board and the City Council.

Shortly after the open house, City Councillor Bob White, with the recommendation of the Albuquerque Cable Advisory Board, introduced a bill to city council requesting an appropriation of \$50,000 from the general fund towards the support of public access television in Albuquerque. The bill will be voted upon this Fall.

UNIQUE FEATURE

Because Quote . . . Unquote has such limited funding for operation, they are forced to charge access users for equipment and studio rental. But volunteers who work for the center helping on production crews and office jobs can earn "funny money" to pay toward rental fees.

Talent pool credits are earned at the rate of \$3.50 per hour. These credits are printed up like currency, but with tributes to video and access heroes instead of Presidents. The money can be earned by exchange of time or special skills (clerical work, bookkeeping, technical work, help with workshop sessions, almost anything), and in exchange of items that would be useful to the center.

In turn volunteers can spend the talent pool credits on equipment and facilities rental. This credit system was introduced to offer video tools and training at a low cost to local individuals, to involve community residents in the television process and supplement the small number of staff at the center.

It is the belief of Quote . . . Unquote Executive Director Denise Makley and the Board of Directors that the N.F.L.C.P. Community Communications Award has played a very important part in drawing attention of the City to the vital community service Quote . . . Unquote provides. Our will to survive and to be so successful with so little funding has also drawn the attention and admiration of the community at large.

Advocating and operating community access without being written into the franchise has not been easy for Quote . . . Unquote. The key to success has been organizational flexibility, essential in handling some of the dramatic funding changes that occurred while the organization was established. Quote . . . Unquote's history provides some examples of one group's way of dealing with these problems.

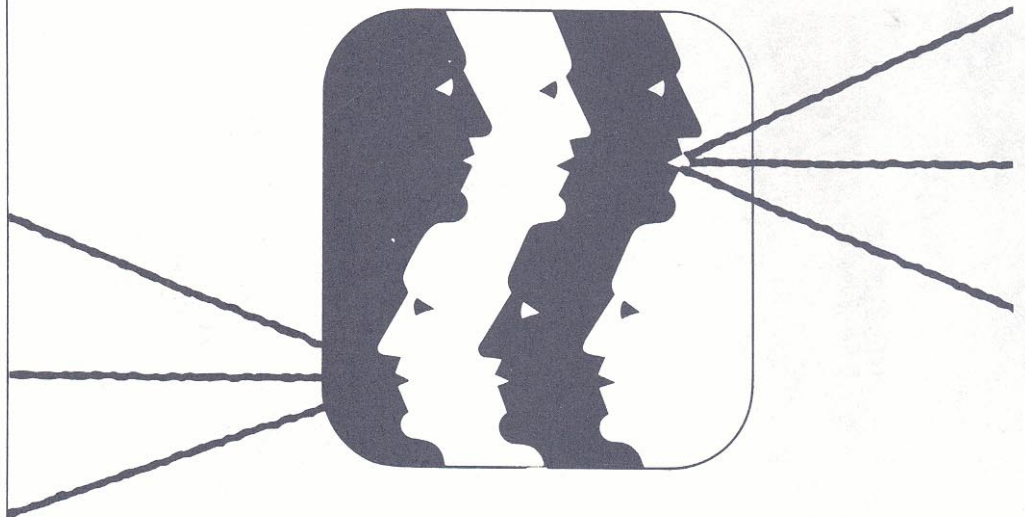
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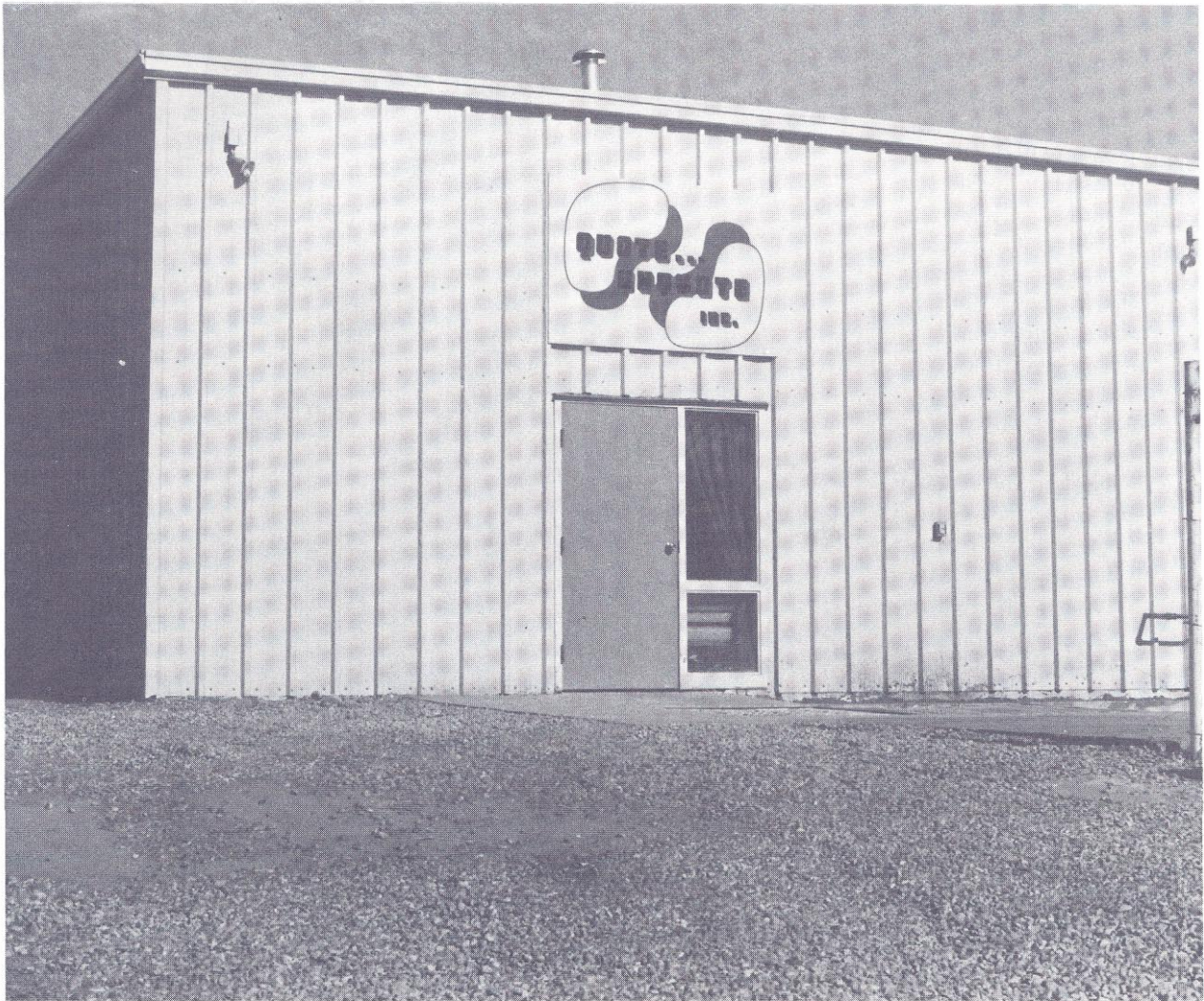
Public Access Center, Operating Budget \$50,000 (source: cable company, user fees, grants), 2 Full time employees, 60 volunteers, 3 interns, 265 community producers. One hundred and eighty hours of programming a month, 45 hours new, 45 imported, 10 live, 45 hours produced by the community. Community bulletin board character generated in off hours.

EQUIPMENT/SERVICES: Studio, Cameras (2 studio, 4 portable), Recorders (3 1/2" reel to reel, 5 VHS, 6 3/4"), Editing (3/4" and dual), Special Effects generator, Character generator, TBC, film chain.

SYSTEM: Albuquerque Cable TV Co., 150,000 Households, 33% penetration, 27 channels (35 capacity), Public access, government access, educational access, and leased (religious).



When we first moved into our building, it was an empty shell. One of our talent pool workers puts the finishing touch to the framing of one of the interior walls (January 1981).



Quote unquote's building today.

Quote ... Unquote was organized as a non-profit media access center in March of 1979 under the direction of Bill and Denise Makley, experienced access facilitators. (The Makleys supported themselves for three years, initially, with part time and other full time jobs.)

In 1979, the City awarded Quote ... Unquote its first CETA contract, providing for five employees. As a result of the additional staff, *Quote Notes*, a bi-monthly media magazine, commenced publication and was distributed to groups and individuals in the community.

Activities initiated during 1980 included presentations about public access to community organizations. Video production workshops started. Quote ... Unquote entered a lease agreement with Albuquerque Cable Television Company to operate and program a public access channel. They rented and started remodelling a facility for access production and workshops. The city renewed a second CETA contract for five employees.

Highlights for 1981 included the completion of a new facility at a new location. The cable company which had thought the original location would be suitable for channel origination discovered that the expense of moving and replacing poles in the downtown area, where the first building was located, was going to be high. It took an army of volunteers and donated materials to alter the new building into a facility with office walls, an editing room, master control, studio control, and a studio. During this year programming on the Community Cable Channel was originated from the newly completed building.



One of our fundraising "Don't just view it, do it" telethons.

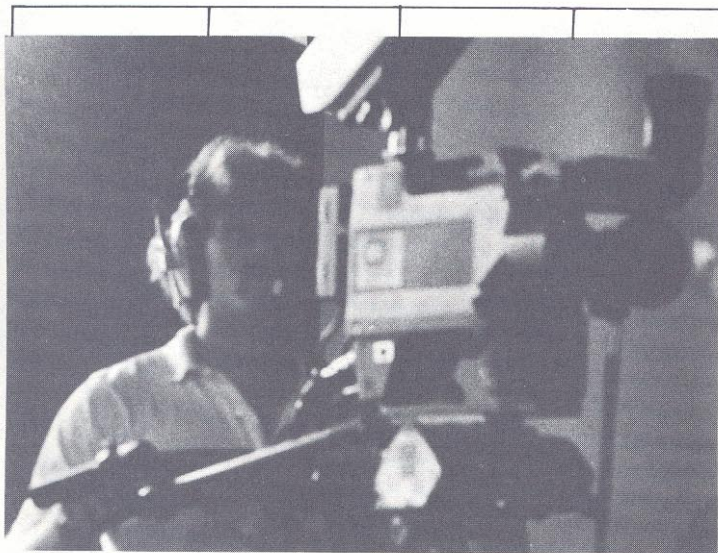
The year of 1982 saw the expansion of channel programming hours, an Albuquerque Cable Television Company grant of money towards operating funds and their loan of some equipment to help progress along. Several programming grants were also acquired, the first live telethon, and the initiation of a talent pool credit system, enabling channel programmers to exchange talent and skills for credit towards workshop and/or equipment rental fees.

1983 has been a good year. It brought student interns from the University of New Mexico, a second live telethon, a major equipment grant from the National Telecommunications Information Administration with matching funds provided by the Albuquerque Cable Television Company, the 1983 N.F.L.C.P. Community Communications Award, a proclamation of congratulations on the Award presented by the City Council to Quote ... Unquote, and the introduction of a bill to City Council requesting an appropriation of \$50,000 from the general fund for the support of public access in Albuquerque.

Coming into being B.F.G.R.P. (before the franchising gold rush period) has not been easy for Quote ... Unquote and its Community Cable Channel, but it cannot be denied that in the process of surviving and succeeding, Quote ... Unquote has fulfilled that which John Adams described as "the need to have a positive passion for the public good."

Snapshots: One Last Look at the 1983 Convention

Photos by Wid Schmidt & Mindy Snyder.

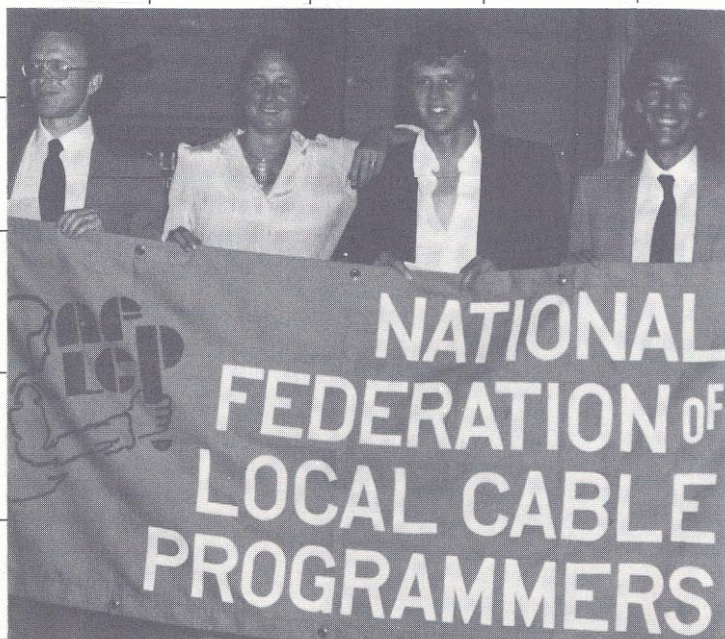


Congratulations to Sue Buske, Rachel Jackey, and the Northwest region on a successful convention. New activities and old time hospitality were hits; especially NFLCP's first teleconference produced by Adam Haas and Cablesystems Pacific. Thanks Adam for the good show! (It looks like a teleconference will become a regular feature of NFLCP conventions.)

Dr. Everett Parker, United Church of Christ, received the George Stoney Award for his 20 plus years of work in public access to media. Quote . . . Unquote won the NFLCP Award for its great efforts in organizing community access in Albuquerque New Mexico (see their profile in this issue.)

Hometown U.S.A. award winners were presented by Coordinator Irwin Hipsman (see Programming article for more details.)

The convention planning drew the Northwest region together raising membership by nearly 100 individuals. OK Mountain Region top that in Denver in 1984.



Public Access Television

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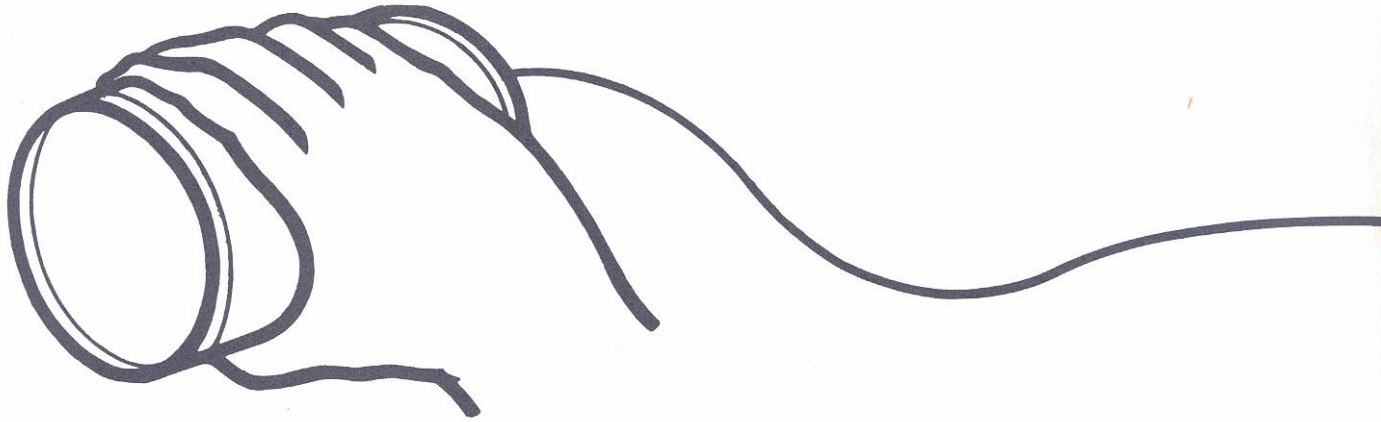
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Institutional Networks: Understanding The Basics



by Jean Rice

Cable is rapidly becoming a part of the "Information Age." In fact, reality is catching up with rhetoric. The institutional networks of cable systems are and will continue to open up possibilities for the transfer of information. Following are some questions and answers which cover the basics on institutional networks.

Definition

What is an institutional network (I-NET)?

As the name implies, a network is formed between institutions. This network, in most cases, utilizes coaxial cable but can utilize a number of technologies including fiber optics, microwave, and Instructional Television Fixed Service. The institutions served by an I-NET vary from community to community but often include schools, municipal buildings, libraries, businesses, courts, and community institutions. While this broad definition will be appropriate for all I-NETs, a number of other questions need to be answered before I-NETs can be thoroughly defined for the community in which you live.

Technology

How is a cable system's I-NET configured?

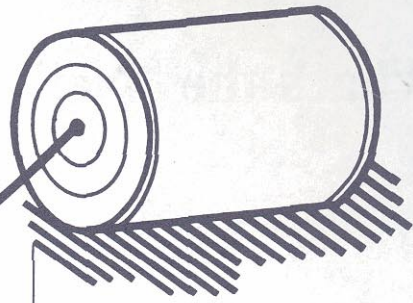
Technical configurations for I-NETs vary, but normally fit into one of the following four categories: 1) dedicated (usually scrambled) capacity on a residential network; 2) dedicated cable(s) serving public and private sectors; 3) separate cable(s) dedicated for each sector; 4) a combination of the above. Some I-Nets parallel the subscriber network and others follow a course between institutions (e.g. in the central business district). The size of the cable system, the year built, and the sophistication of the franchising authority and the cable operator all impact upon the I-NET configuration. Often the I-NET can provide two-way transmission of video, voice, and data. Integration with the subscriber network so that signals can be switched from one to the other, is also usually provided.

Services

What services can an I-NET provide?

The services offered or provided depend on a multiplicity of factors that range from system capacity to the cost effective aggregation of potential users. Following are some of the services an I-NET can provide and illustrations of some current uses.

Data transmission - was heralded by some industry analysts as the "pay t.v." in revenue generation for cable in the 80's. According to the National Cable Television Association, data transmission services are currently being offered in nine cities: New York, N.Y.; Portland, OR; Omaha, NE; East Lansing, MI; San Francisco, CA; Beacon N.Y., Syracuse, N.Y.; Yorktown Heights, N.Y. and West Allis, WI. Data transmission over cable for commercial purposes was first implemented in Manhattan. The systems' clients are banks, brokerage firms, and municipal and state government offices. They use cable in Manhattan to reduce error transmission rate, and quicken repairs' response time.



Program Delivery - is often used on traditional cable systems to schools to provide programming at times convenient to teachers. This same service is provided over I-NETs to the schools and other institutions for inservice training and delivery of other programs.

Traffic management - is an area many communities are considering implementing to solve their antiquated traffic management systems. Patterson, N.J. has taken the lead in cable delivered traffic management and a system is underway in Overland Park, Kansas.

Load and Energy Management - can be provided for a wide variety of energy systems. In Sanborn, Iowa, for instance, the cable system utilizes a load management system over cable which minimizes the peak load for electricity and this in turn reduces electric costs to consumers. Experiments in meter reading are currently being conducted in Grosse Point, MI and Reading, MA.

Teleconferencing and audio conferencing - are capabilities sometimes offered by I-NETs. Conferencing for a wide variety of purposes can be conducted over an I-NET so that attendees can participate from multiple locations, saving time and costs and in some cases providing the opportunity to meet more frequently. Hotels in some cities are considering links to convention center for teleconferencing purposes.

Alarm services - such as security, fire, and medical are services cable systems hope to provide to institutions or contract with a third party to provide. These services are similar to home alarm services. Several cable companies have experiments in security and alarm services underway in a number of communities including Syracuse, N.Y. and Littleton, Colorado.

Print transfer - is really an offshoot of data transmission, can include facsimile and high definition document transfer, electronic mail (e.g. word processor to word processor), community information, and library catalogues. Many private I-NETs offer various types of print transfer. For example, in Philadelphia, PA the criminal justice system maintains an I-NET that can transmit records and fingerprints among other things. Cable I-NETs are beginning to offer these services. Some of the prepared users are library systems who have already committed their catalogues to computers.

Service to Isolated Populations - is an area of high priority for many cities anticipating I-NETs. Senior citizen homes, child care facilities, institutions for juveniles and mental health facilities are locations that have been cited for social service delivery via I-NETs.

Other Services - the list of additional services (e.g. data base gateways) could be extensive. The key is to review what type of communication is needed, whether it is water sub-station control or transactions between banks.

Finances

What are the financial considerations?

The capital expenditures for institutional networks vary by the number of plant miles and the type of construction (e.g. aerial or underground, single or dual cable). Costs range from \$20,000 for 3½ miles, to \$700,000 for 72 miles (Kansas City), to eight million dollars for 375 miles (Fairfax County, VA.). Usually, these capital expenditures are included in the financial proformas that municipalities receive during franchising or renewal. Ongoing operating and maintenance expenses also range widely with the size of the network.

Revenues projected from use of the institutional networks have ranged from 0 to 25% of total revenues. This range is attributable to the business and economic base of the community and the relative "newness" of institutional network offerings. Many projections are based on ascertainties or market studies. The actual revenues many differ from these projections as I-NETs move from the experimental stage.

Cost savings is a prime financial consideration for the municipal and public sectors. Often these sectors are provided with a number of channels free of charge. The cost considerations then hinge on: type of service; conversion cost; efficiency improvement; and benefits both tangible (e.g. better cash flow for the water department) and intangible (e.g. better service to local residents). Initial studies conducted for cities, including Washington, D.C. and Cincinnati, Ohio show a great potential for cost savings.

Growth

Will I-NETs reach their full potential?

It must be noted that the growth of I-NET applications is dependent on many factors including the lowering of costs for interface equipment (e.g. computer modems); the technical integrity of the systems themselves; the degree of emphasis placed on development by cable companies and municipalities; the outcome of the current debate over the regulation of data transmission; and the level of integration via other telecommunications systems.

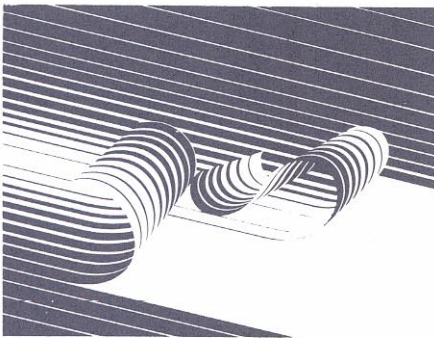
Jean Rice is president of the consulting firm Rice Associates.

What's the "Net" Value of I-NETS?

by Drew Shaffer & Karen Kalergis

If the 1970's was a time for I-NETs to make regular appearances as the added attraction in winning RFPs, this is the decade to measure their actual value. What did I-NETs bring to RFPs that were so attractive? What were their proposed uses? And after the franchise award, what has actually been done with these dedicated cables?

We asked five consultants to list the ten most unique, and/or representative I-NETs awarded in a cable franchise.* (We defined I-NETs as a separate cable dedicated to institutional or business uses.) From their lists we chose the following systems: Kansas City, Missouri; Fort Lauderdale, Florida; Portland, Oregon; Manhattan, New York; Beverly, Massachusetts; Omaha, Nebraska; Cincinnati, Ohio; and Kenton County, Kentucky. The accompanying chart illustrates the range of systems profiled as well as their I-NET applications.



*The five consultants were Jerry Richter of Community Telecommunications Development, Ralph Lee Smith of Media General Cable, Barry Orton of the University of Wisconsin, Tom Lucke of Kalba Bowne Associates, and Lee Afflerbach of Columbia Telecommunications.

© Drew Shaffer Karen Kalergis, NFLCP

How do you measure the success of an I-NET

Success is often predicated on the following factors:

- 1) Extent of information of the potential uses and cost benefits of I-NETs given to the providers and users of the I-NET;
- 2) Ability of each I-NET participant to ascertain their communication needs and the I-NET's role in meeting any and/or all of those;
- 3) Production equipment and modulators, etc., to function as a full I-NET participant—this hardware could be available either through the institution's own resources or as a carryover from access commitments in the franchise (or not available);
- 4) Technological developments particularly in modems for data, with a flexibility to meet a variety of uses at affordable/cost-effective rates.

Applications

With these as our findings, we saw with few exceptions, that most first applications of the I-NET were for program distribution from the I-NET to the subscriber network access channels.

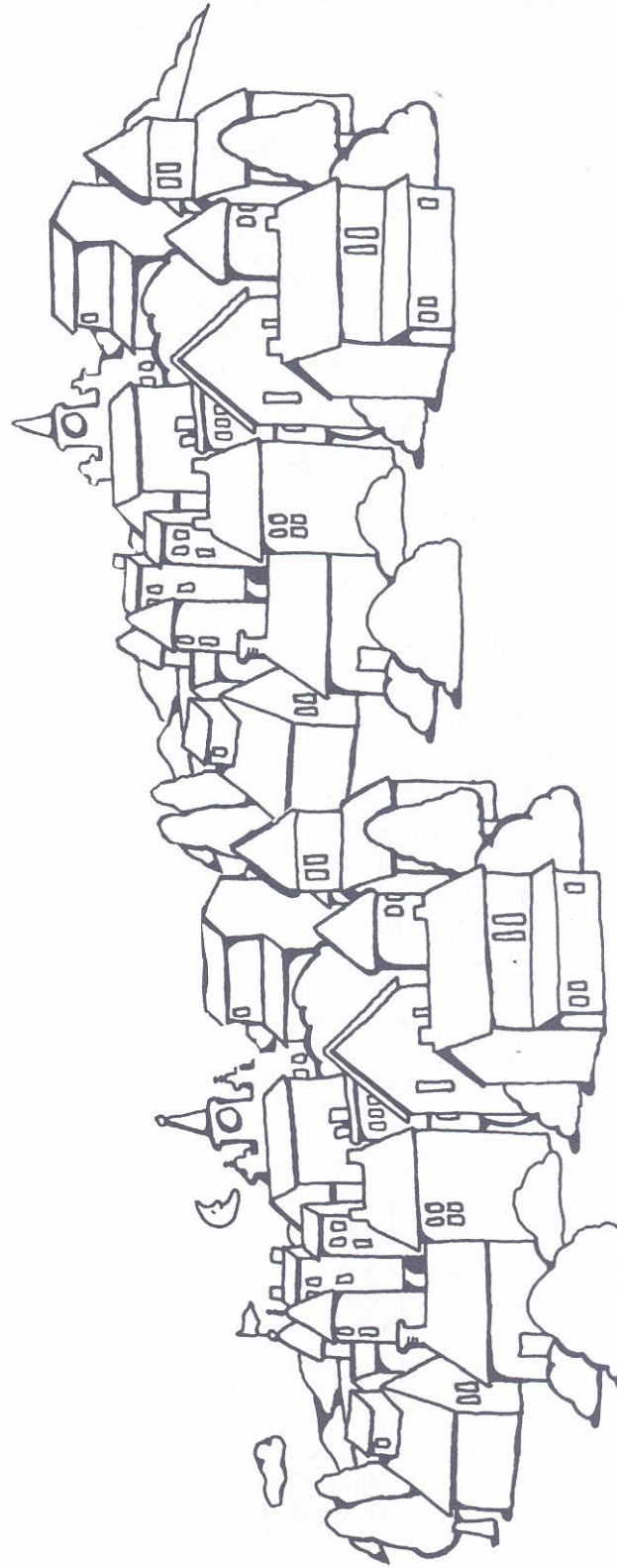
In Beverly, Massachusetts, for instance, Endicott College and Beverly High School are actively using the I-NET for program distribution. Both have modulators for their exclusive use while approximately 20 -other institutions share additional I-NET modulators. Continental Cablevision's Steve Pelletier is counting on a snowballing effect from these first users to get other institutions involved. According to Endicott's Radio and TV Chair, Eileen Kneeland, the I-NET's current uses can be attributed to the education given participants. She also credits the local news media's coverage of cable activities as a valuable assist.

In many cases I-NET applications moved from program distribution like Beverly's to the closed circuit applications possible among I-NET participants. These applications are illustrated in Kansas City, Missouri, ATC's first system with a separate I-NET in its proposal and currently, the MSO's most aggressive online I-NET. Leading the way is the Hospital Association with almost one third of its 45 members currently hooked to the 72-mile network. Nancy Dumoff, Director of Television Education, says two programs are now produced weekly and shown to participating I-NET hospitals. The I-NET is also used for distribution of national satellite teleconferences to the hospitals. While no studies have been done there on the cost-effectiveness of I-NETs, the Hospital Association, with technical and informational assists from ATC's Chip Sartorius, is moving ahead and has hired two persons for I-NET and communications related development. American Cablevision (the local ATCC system) is ascertaining data capabilities on the subscriber network in a pilot project linking a research laboratory with one of its client nursing homes. The success of this project could open the door for future applications on the I-NET.

Data uses

Several systems moved aggressively into data processing uses of the I-NET with its cost savings and/or revenue generating benefits incentives or goals. In Fort Lauderdale, Florida, the city has saved approximately \$100,000 per year by using the Special Services Network, as their I-NET is called, for all the city's data related needs. As in Kansas City, where an enlightened institutional administrator worked with cable officials to mine the I-NET capabilities, Steve Galligan, Director of Administrative Services for the city, realized the value of cable as a data transmission

CITY	COMPANY	FRANCHISE DATE	IN-NET COMPLETED # HOMES ON SCHEDULE? PASSED	# BASIC SUBSCRIBERS	# I-NET MILES	# ORIG POINTS	# I-NET'S CHANNELS UP/DOWN	CURRENT USES
Manhattan, New York	Manhattan Cable TV	1970	Yes	376,800	12	13	17/17	Data
Fort Lauderdale, Florida	Selkirk Communications	1978	Yes	90,000	481	50 (approx.)	15/21	Data I-NET Programming Program Distribution
Kansas City, Missouri	American Cablevision of Kansas City (ATC)	1979	Yes	150,000	72	50	11/21	Program Distribution I-NET & Satellite Teleconferencing I-NET Programming
Kenyon County, Kentucky	Storer Cable of Northern Ky.	1980	Yes	50,000	150	150	n/a	Program Distribution
Omaha, Nebraska	Cox Cable of Omaha	1980	Negotiated	120,000	150-200	200	31/3	Data, Voice Program Distribution
Beverly, Massachusetts	Continental Cablevision	1981	Yes	14,000	16.5	24	36/36	Program Distribution
Cincinnati, Ohio	Warner Amex Cable of Greater Cincinnati	1981	Will meet February '84 deadline	158,000	250 plus	200	39/13	Start up
Portland, Oregon	Cablesystems Pacific (Rogers)	1981	Yes	125,000	1000	100 plus	17/25	Data, I-NET & Satellite Teleconferencing Reuters, Traffic Signals



medium, and worked with Selkirk Communications, the cable company, to make this use a reality. The city is the only user of the I-NET even though most all schools, hospitals, libraries and other facilities are online.

Recognizing the need for high speed data service, and the security provided by cable, the Kenton County Police Department is now connected by cable with the County Courthouse some 16 miles away in Covington, Kentucky. While the I-NET is currently being installed to the Police Department, Don McCauley, Manager for Data Processing for the Kenton County Police Department, says they'll probably use the I-NET for video and stick with the current setup on the subscriber network for their data uses.

Self supporting

While many I-NETs were proposed as a franchise plum, with money-making applications as an after-thought, Cablesystems Pacific in Portland, Oregon, operates under the mandate that it must be self-supporting and not born by revenues from subscriber services, according to Business Network Director, John Rivenburgh. Cablesystems Pacific counts hospitals, banks and the Multnomah County Data Processing Authority among its customers for its data, video conferencing and high speed Reuters services. Doug Fischer, Operations Manager for the D.P.A., estimates as much as a 60% savings using cable for data purposes. Fischer notes that "as Cablesystems gains experience in dealing with data communications services, we look forward to committing more of our data communications requirements to them." In addition to this system, the City of Portland has its own 6 year old, 60 mile cable system which it uses for police and fire training, data, facsimile and audio purposes.

ATC's Manhattan system, a granddaddy of I-NETs with eight years operating experience, provides a model of a "strictly business" I-NET. In fact, Mel Van Zlack, Chief Engineer for Manhattan Cable Television, MCTV, notes, that with data circuits, leased space, dedicated systems (in buildings and between buildings) and cable maintenance generating one million dollars in revenues annually, MCTV must decide which of

the four to concentrate its marketing activities on; there is too much business to actively pursue all ventures.

With Manhattan completing the refranchise stage, each borough may receive a 45 mile I-NET. Dramatic changes can be anticipated in the I-NET profile in the "Big Apple."

Hardware

Ascertainment and hardware are two areas that appear to be paving the way for the success of the Omaha, Nebraska, I-NET. When Cox Omaha missed a July construction deadline, both sides used the opportunity to clarify the franchise. In what Cox's Vice-President and General Manager Don Pascarella calls a "total display of mutual cooperation between the city and the cable system", the City will be able to pursue one of two options for its I-NET activity; either two full channels of video, or one channel, and one exclusive cable system linking the Civic Center, computer center and Hall of Justice. Recognizing that choosing which option to pursue would take some research while negotiations continue, Cox is loaning the City enough equipment to test the full capability of the I-NET for video and data for a six month period.

Hardware can be an obstacle to full I-NET realization, with some units capable of doing "A" but not "B", and others able to do "B" but not "A". Omaha's Commline seems to have that licked when it comes to data translators. It uses one built by Cox R and D, which, according to Commline's General Manager Ron Johnson, is capable of passing more data than any unit he's used. He says this unit has the ability to provide 35 megahertz of usable bandwidth in a 36 megahertz run, where other data translators provide only 30 megahertz of usable space.

The City of Cincinnati is trying to overcome some vagaries in its franchise in terms of how many modulators will be provided and to whom. Meanwhile, Rita Stull, Administrator of the Office of Cable Communications is moving ahead with an aggressive community education plan.

"Most people don't realize that they're in the communications business," Stull said, "Where what they're communicating is education, health or busi-

ness information." She's asking potential I-NET users to look at their total communications needs and do cost-comparisons between traditional modes, even pamphlets and brochures, and I-NET use. For its own part, the city of Cincinnati has already decided not to use the I-NET for voice communications. Stull notes that digital phones are more attractive and cost-effective now for the City due to the expense of the interface needed for cable.

Conclusions

As much can be learned from what we found people are doing with I-NETs as by what they're not doing. No franchise fees are going directly into I-NET construction and setup from cities. Franchise fees may be used to support I-NET uses, in at least Omaha, Fort Lauderdale and Portland. In no system surveyed were schools, libraries or other institutions making use of the variety of applications for I-NETs that cities and hospitals and commercial businesses are. Areas to be addressed were interconnection of systems, with Kansas City and Manhattan already needing to reach beyond the cable operator's franchise area, and, of course, the legal status of I-NETs, as reflected in telephone company action in both Omaha and Portland.

I-NETs are indeed in a state of flux as much as in a state of development. The number of details yet to be worked out was the reason given by Fairfax County, Montgomery County, Pittsburgh and Chicago as they bowed out of participating in the survey.

For the systems included in our survey, the individuality and creativity of the city, the cable operator and the community itself, all weavers of the I-NET, are determining the direction and speed with which I-NETs develop and for what purposes. These weavers must work into the fabric of their I-NET the legal, technological and legislative actions and developments, all of which contribute to and will effect the "net" of the I-NET.

Karen Kalergis is community programming director for Hawkeye Cablevision, Iowa City, IA and Drew Shaffer is the Telecommunications Specialist for the City of Iowa City, IA.

I-NETs: Not So Much The How or Where, But Who, When, and Why

by Paul Braun, Jr.

After being excited that an electronic signal can be sent from one point to another, there is a need to ask an important question: Why send it? In other words, do the opportunities for video or data cable communication outweigh the limitations associated with the institutional networks.

The problems which face cable operators considering building an I-NET are formidable. They include, to name only the most obvious: the high capital investment; the possibility of common carrier regulation; and the real and potential competition from the newly reorganized phone company. But the concern for viability is even deeper because I-NETs are being built in cities around the nation as a function of the cable franchise. So the question has focused not on "do we build one?" but, "what do we do with the one we have built?"

The challenge of using a new product such as an institutional network depends greatly on how the product is marketed. But marketing depends on research to provide a direction for such decisions as packaging and promotion. To date, the research on the demand for I-NET service has been alternately nonexistent, proprietary or disappointing. What is available is highly anecdotal or speculative.

For the purpose of this discussion the demand for institutional networks can be divided into two categories. The first group with a demand for the point-to-point cable communications is the public-sector, high-volume information users. These are the city agencies, the universities, and the hospitals which see the coming of the I-NET as the great budget enhancement.

The I-NET is seen as a way to cut down on travel time for training and meetings. Additionally, it is viewed as an opportunity to expand the geographic usefulness of already purchased hardware such as computers and videotape

recorders. They see the enormous potential, but they have a tough time in providing projections on the amount and frequency of their use.

The public sector also views itself as the first served by the I-NET, because of the commitment made in the franchise process. There is an assumption that the institutional network should bend to meet its needs before the operation can look at the broader uses which include the second category of user.

The cable industry trade press targeted the private sector, the second category of potential user, as the real savior of the institutional network, because it has the cash to support the ongoing operation. The banks, the franchise retail outlets, and other brokers of information to high volume information users see the cable I-NET as a potential answer to some of the problems they currently experience with the phone company. Highest on their list is the increased integrity of the information which is carried. This is closely followed by the promises of less down time and the reliability of the service. While the possibility of a price differential between phone and cable service does not go unmentioned, it is of less importance to this group.

But the drawback in this second scenario is that the private sector views cable as a television entertainment medium and not as a full blown communication conduit. They want proof that the thing called I-NETs will live up to their promise before they invest.

And thus we have the interesting predicament of having a product that seems to make sense in the abstract, but the two potential users have specific situations which make an all-out marketing of the product seem not worth the expense. One group has the first opportunity but not the ready cash to give the cable industry the incentive that would push it into providing institutional network services quickly. And the second group has the financial depth to entice the cable industry but has

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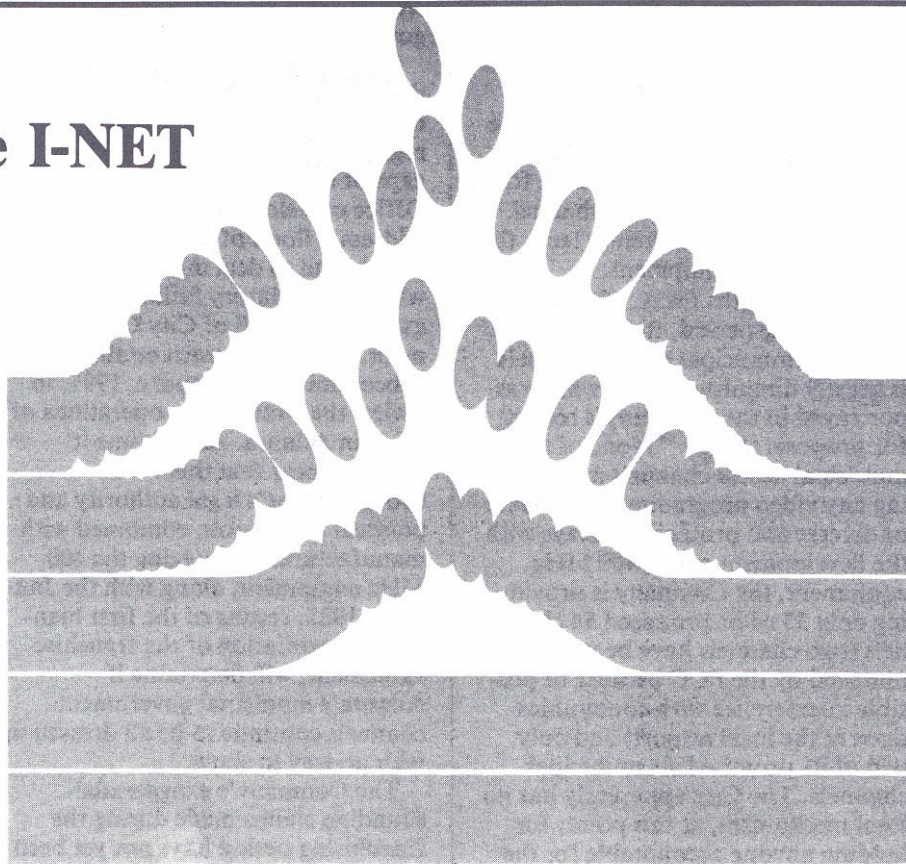
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an ingrained conservative viewpoint which will not allow them to buy a concept without seeing it in operation.

The answer to this conundrum is the experiments and innovative uses which are being developed around the country. What is being marketed is not a product called "I-NETs" but a service of problem-solving in which the cable company, the public sector, and the private sector work together to solve a concern which will benefit all. By this joint effort, the public sector gets control of its budget, the private sector begins to see a track record which it can then evaluate, and the cable company sees the potential long-range return on their investment.

Paul Braun is manager of programming services, ATC corporate.

Boston: Studying the I-NET



City Data Network

When we began to look at the development of a cable based data network shortly after the franchise award, we had no idea how embryonic the technology was. Therefore we had to invent a much larger part of the system from blue sky and disparate technologies. We were able to persuade a number of vendors to provide prototype equipment to the city to experiment with data on cable. Through this process we have accomplished a number of things over the past year.

- A basic 4 trunk "spine" was installed in City Hall for \$2,000. This trunk system was used for our initial network experiments.
- Sytek of California donated a prototype set of data modems to test out a packet switched system on the cable. Their initial modems were not compatible with the electronics of Cablevision's PIN. Therefore we have been negotiating with them for the past six months to create a series of compatible modems which were finally installed and now operating on the city's internal cable.
- We have worked to acquire new terminals, protocol converters and com-

munications interfaces which are allowing us to find whole new areas of cost savings through network applications beyond just telephone line costs. What is also happening through this project is the ability to begin tying all the city computer functions together on one integrated information system. This area may prove to be the most exciting development in the Boston experiment and ultimately, a very important step in the creation of a truly innovative cable based data network.

- We have worked out a development timetable with Cablevision on the testing of the PIN, and the activation of a city-wide data net. We will first test the network in the controlled environment of City Hall. In mid-August the PIN drop to City Hall was activated. We are now testing the initial operations of the PIN and once satisfied with its performance and that of the equipment, we hope to activate some remote sites to test multi-site performance of the system.

Other uses of the I-NET have also been investigated, municipal building security monitoring, remote water meter

by Dan Jones

The City of Boston has been investigating the implementation of its public I-NET, (PIN), and has run into many of the problems outlined in Paul Braun's article. The city understands the possibilities of cost savings with the network, but has not, until recently, any data to ascertain the demand for the I-NET within its departments. Boston with the help of consultant Dan Jones has started its own "experimental projects" in order to better understand the potential of the I-NET. Dan outlines the progress below.

reading, police radio line interconnect, remote draw bridge operation, municipal paging system and municipal video services. These projects have their own benefits and restraints as described in the following paragraphs.

Municipal Building Security Monitoring

Both the Cable Office and Public Facilities Department, (PFD), have been discussing the prospects for a municipal security monitoring function since before the franchise award. We have known for a long time that security monitoring was an easily cost-beneficial service for the City. Therefore we started planning early for its activation with both PFD and Cablevision. However, Cablevision has been delayed in giving the PFD an estimate on the set up costs of a City-wide monitoring function.

To overcome such problems we are creating a priority list of City telecommunications projects which is given as present city policy. This list will be generated by the proposed Telecommunications Users Group so that it will have general cross departmental acceptance.

Meter Reading

Basically, the economics of remote meter reading are still somewhat in doubt. The installation cost at the subscriber site of approximately \$150 (for cable modem and meter conversion equipment) does not provide a reasonable payback period unless all the utilities join in the project. So far Water and Sewer is the only utility that has shown interest. However they can justify the cost of installation at about 2500 high demand sites (mostly manufacturing and high rises), and are willing to accept the capital costs for installation, software and computer. There is even an outside vendor which wishes to assist in the venture.

Cablevision is testing some equipment and was going to return to Water and Sewer with a bid on installation and development.

Police Radio Interconnect

The Police Department now supports about 200 phone lines to their remote transmitters for the mobile radio system. This is a key element in their communications system. The cable may be a very cost effective alternative for these lines with potential savings of over

\$100,000 per year.

In order to test the possible use of cable in this context, we have been discussing the prospects for a performance trial with the Police radio shop. The Department is worried however, about the issues of performance and of security, but has agreed to a trial of network performance. We can get the appropriate equipment from a company called Phasecom. Any further work on this project will have to await the cable passing the Police Department, and the internal wiring of that building.

Remote Draw Bridge Control

The Public Works Department has shown strong interest in the prospect of using some portion of the institutional cable links to monitor and control several of the Boston draw bridges. At present, they are proceeding to install some video monitoring capabilities on one or two of the bridges in E. Boston, to see whether that capability is useful as a modification of their current operations procedures.

This project has the potential of being economically very desirable in terms of personal costs. On the other hand, it is probable that the bandwidth demands on the cable for the large number of channels needed to provide this function would be well beyond the present City allocation.

Municipal Paging System

At this time several departments have personnel paging capability through private vendors. Using a combination of the cable and some of the city's assigned radio frequencies, it would be possible to create our own paging capability with a renewable cost payback.

Municipal Video Services

There are two primary areas of municipal video services. The first is the municipal programming, and the second is the area of training and management services.

The departments that have shown the most interest in the video services so far, are Health and Hospitals. There has also been interest from both Fire and Police on the video training services. However, the Police already have their own operation, and there is some question as to the best way of integrating them into a pattern of municipal usage.

For initial trials of a video service capacity, it seems that a project communicating between Health and the neighborhood health center would be the most interesting, and effective. The priority that needs to be addressed at this time, is the provision of small format video equipment that can be used in developing both training and teleconferencing services. This equipment pool would cost about \$300,000.

In terms of a capital budget for equipment and wiring, that is another issue. Up to now, we have concentrated on the wiring of City Hall because there were internal cost justifications beyond the city wide service. However there are a number of other buildings which should have wiring started in the near future. This work will require a commitment of about \$200,000. Following, I will attempt to provide a ball park estimate of costs associated with the wiring of primary City buildings.

City Hospital	\$60,000
Police HQ	\$20,000
Fire Dept HQ	\$15,000
PWD Frontage	\$15,000
School Dept	\$25,000
Traffic & Park	\$10,000
School St	\$20,000
Public Library	\$20,000
Misc. Offices	\$15,000

On top of the primary buildings there will be required capital commitment to provide basic wiring in branch libraries, health centers, the schools, and police stations. That estimate would require a more detailed list and study.

Obviously, more details and study are needed throughout these projects. Further development of the I-NET will be coordinated by an ad-hoc Telecommunications Users Group, comprised of personnel whose responsibility is directly associated with communications services. This group will first attempt to provide a communications needs and resources survey of the city. From that information, it will attempt to create a set of development priorities and provide direction for any future municipal research and development activities. A great deal more work lies ahead for Boston, but the potential for the PIN looks better and better.

Hospitals Use An Institutional Network

by Nancy Dumoff, Director of
Television Education, Kansas City
Area Hospital Association

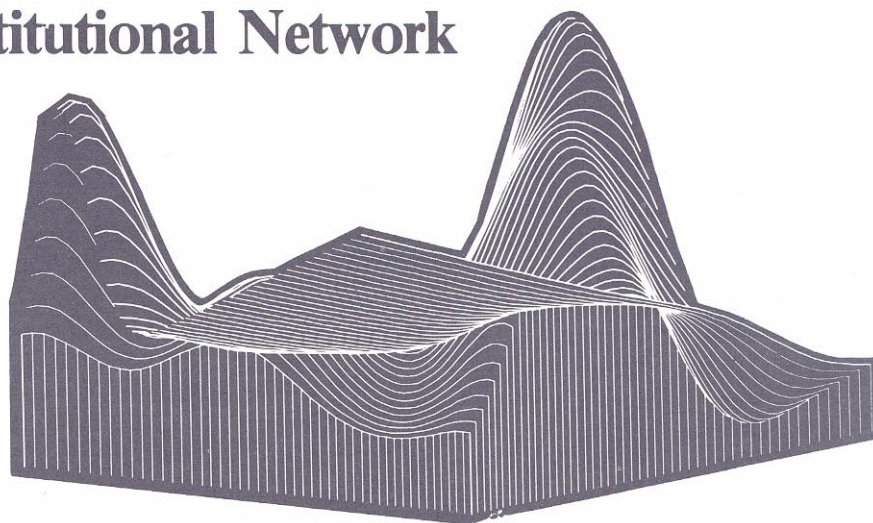
May 4, 1982 is considered significant by the Kansas City Area Hospital Association (KCAHA) and American Cablevision of Kansas City, Inc. (ACKC). It was on this date that the first live, national satellite video teleconference was distributed in Kansas City to the four hospitals connected to American Cablevision's Institutional Network (I-NET). The I-NET, provided for the use of four not-for-profit groups, was part of the franchise awarded in 1979.

The System

The Kansas City I-NET is a 72 mile system with 11 upstream and 21 downstream channels. The four user groups are hospitals, libraries, institutions of higher learning and the police. Each group has its own upstream and downstream channel which allows the interconnected institutions to either receive or originate programs. Eventually 50 to 60 separate institutions will be connected to the I-NET, including 15 hospitals. Each user group is assigned a separate channel, thereby allowing only those specific locations to receive broadcasts.

The Kansas City Area Hospital Association uses the I-NET to reduce education costs to its member hospitals, and, at the same time, increase the number of health care related education programs to a larger group of employees.

Since May 1982, the number of hospitals interconnected to the I-NET, and the hours of programming distributed to these hospitals, have increased. There are currently 12 health care facilities which are interconnected via the I-NET. These include three (3) medical centers (one osteopathic) and nine (9) hospitals.



The Limitations

With 42 member institutions located on both sides of the Kansas-Missouri line, distribution of programs to the member hospitals, is limited by three factors:

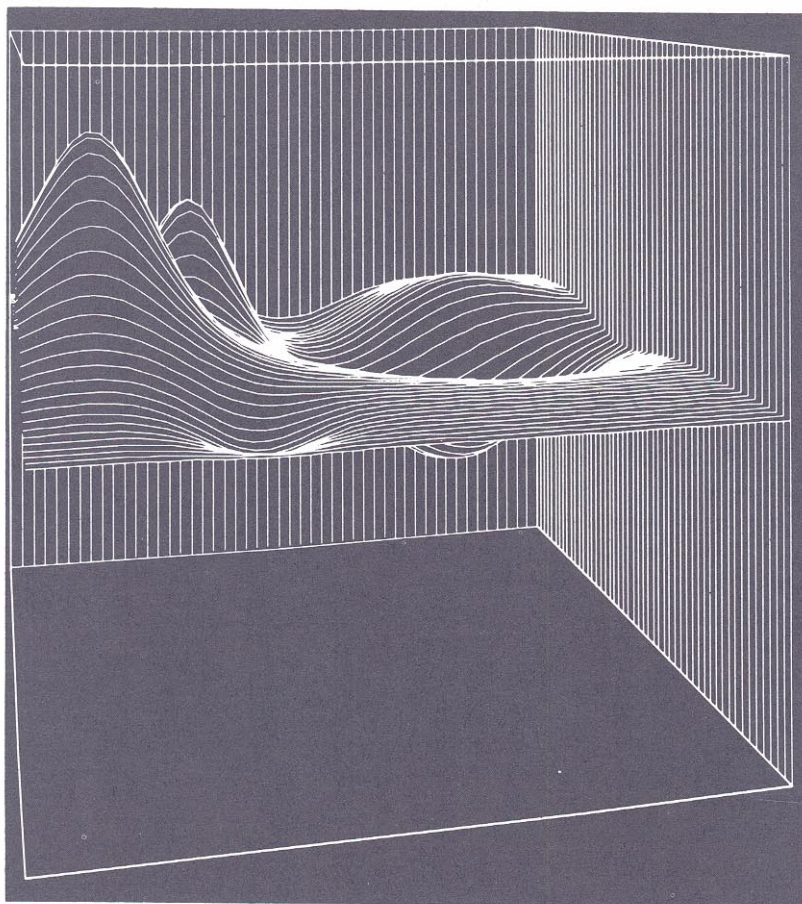
- 1) ACKC serves only two Missouri counties;
- 2) The franchise limits the number of hospitals to be connected to 15;
- 3) The basic design of the system, [American Cablevision is divided into three hubs, with microwave inter-connects between the central, north, and south hubs. The I-NET only has one microwave interconnect available for the four (4) I-NET channels].

KCAHA was concerned with how to make the I-NET programs more accessible to the Kansas-side hospitals. This dilemma was partially solved by a two-way, point-to-point microwave system between the Kansas City Veteran's Administration Medical Center, the University of Kansas Medical Center, the University of Kansas main campus (located 60 miles west of Kansas City). Two hospitals on the Kansas side are now able to receive all the programs distributed via the I-NET.

The Uses

The primary purpose of the I-NET is to enable the user groups to provide education programs and information related to that particular user group. KCAHA has actively developed its use of the I-NET and provides a variety of programs on health care issues for not only the hospital staffs but also trustees, medical staffs and patients. Since May 1982, KCAHA has used the hospital channel to:

- 1) Distribute over 100 hours of ad hoc national satellite video tele-conferences on topic areas covering a wide range of health related subjects;
- 2) Broadcast prerecorded tapes on management development, health promotion and other health care issues;
- 3) Broadcast live, local interviews;
- 4) Broadcast medical Grand Rounds live weekly from both the University of Missouri-Kansas City Medical School and the University of Kansas Medical School. These programs are beneficial not only to the medical staff, but also nurses and other allied health professionals;
- 5) Broadcast live, local video teleconferences in conjunction with member hospitals as well as other health care agencies and professional groups;
- 6) Distribute Cable Health Network to hospitals as a way of providing health oriented information to hospital patients and their families.



Future plans include:

- 1) A monthly, live, local interview program, sponsored by KCAHA;
- 2) Local programs on health care related and medical issues;
- 3) Interfacing with and distribute programs uplinked by other hospital associations or health networks;
- 4) Developing two-way interactive video teleconferencing capability for meetings;
- 5) Credit and non-credit courses for hospital employees;
- 6) Data transmission and electronic mail service;
- 7) Computer assisted instruction with a centralized source for the data base which can be accessed by all hospitals on the I-NET;
- 8) Regional telecommunications systems;
- 9) Uplinking of programming from Kansas City.

Recent Developments

Two recent developments will allow for expanded use of the I-NET. One is a matrix switching system, recently installed at ACKC. This will allow programs of interest from the other user groups to be distributed to the hospitals and vice-a-versa. This will greatly enhance the capability of providing academic courses to hospital employees and allow hospitals to locally originate health related courses to academic institutions. This also gives the hospitals the potential of producing and distributing live or pre-taped programs on health promotion over ACKC's subscriber side community access channel.

The other recent broadcast project is the development of an Instructional Television Fixed Service (ITFS) system and its integration with the I-NET. Once in place, at least 28 of the 42 KCAHA members will have the ability to receive broadcast programs as well as specific patient education programs. Distribution of programs can be initiated on either I-NET or the ITFS system.

Success

The success of the hospital channel is directly related to the fact that all activities concerning the hospitals and their use of the I-NET are coordinated through KCAHA, particularly the Kansas City Area Hospital Educational Television Network (KCHETN). With KCHETN acting as the single voice for all hospitals, a more coordinated and concentrated effort is being made to maximize the potential of the I-NET.

ACKC has delegated responsibility for the total I-NET function to one department within its corporate structure. This has also facilitated the development of the hospitals' use of the I-NET.

Through the I-NET, hospitals are exposed to the many uses of telecommunications for education, training and information sharing. As the hospitals become more involved with the I-NET, there is a noticeable increase in staff participation in the video teleconferences. There is also a growing repeat population which attend these programs. It is not only the convenience, but program content and quality which attracts participants.

With the rapid changes in health care issues and advances in technology it is imperative that health care professionals stay current. The intimacy and the immediacy of video can facilitate this process. We look to the field of telecommunications not as a panacea, but as a viable and valuable asset to the health care industry.

Cable Utilization by Non Profit Organizations

Reading, Pennsylvania is the site of a unique, experimental project called Berks Schoolcasting. The project uses two-way and four-way simultaneous audio/video dialogue to disseminate information throughout Berks County.

The original purpose of Berks Schoolcasting was to coordinate and schedule programs cooperatively on a common cable channel. Their interest has broadened to also include the exchange of vendor information, equipment utilization, new concepts in the use of closed circuit TV, multi-directional communication via midband channels, and programming ideas and information.

The communications network connects schools and colleges with each other, hospital, local government, senior citizen organizations, civic and service groups, community members and community entities to each other. The network has successfully increased knowledge about public services and involvement in political processes as well as increase participation in social and community activities.

Arvada, Colorado will save over \$7,550/yr in phone company charges thanks to a cable line that connects its police dispatch to a radio tower repeater which transmits two-way interactive voice signals via the cable. The cable lines replace the line previously leased from the phone company. The city has hopes for the future to use cable for its traffic signalization systems.

Little Rock, Arkansas undertook, in April of 1980, the implementation of a multi-channel, city-wide radio communications system, via cable, to replace its existing, outdated communications operations. The city has now completed its inner-city loop which consists of 62 channels and connects the police and fire department dispatch centers with the 7 remote receiver sites located throughout the city.

Deerfield, Highland Park, and Highwood, IL—three communities served by Omnicom Cablevision will be linked by a proposed institutional two-way loop. Nine public institutions are

already working in those communities to train and produce programming for the loop. The North Shore Cable TV Consortium includes the School Districts 107, 108, 109, 111 and 113 serving all three communities, the City of Highland Park—Fire Department, Police Department and Office of Senior Services, the Highland Park Hospital, the Highland Park Public Library, and the Park District of Highland Park. The municipal departments plan to use the loop for in house training, the schools intend to take advantage of the interactive capability of the loop for staff in-service and student instruction. An area of increasing interest to all Consortium members is the potential interface of computers with the loop.

Overland Park, Kansas has integrated local traffic light signalization with the local cable system. A centralized computer that regulates the city's 55 major intersections is located in the Overland Park City Hall.

An additional cable service connects City Hall to the community center. It "piggy-backs" on the traffic control system and hooks into the general purpose computer in City Hall. This system is used for voter registration as well as parks and recreation program registration.

The cable lines, which are leased by the city for \$5,000 per year, allow the city an inter-connect that would otherwise have to be made via telephone line or municipally-planted line. Cable traffic signalization systems are also under construction in Grands Rapids, Michigan; Paterson, New Jersey; and Arlington County, Virginia.

Lexington, Kentucky has completed all of its institutional network that interconnects various city departments. The two systems in its institutional loop; cable A system connects local universities with the primary schools, cable B system connects all local primary schools with each other. Hospitals, fire and police departments and stations, local schools and other public facilities are able to conduct training programs from

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15 different locations via the cable network.

The "loop" interfaces with channels on the subscriber loops, creating a high quality communications network.

Sally Ride, the first woman astronaut, made a special appearance in local grade schools via cable B system's hook-up to the local convention center, where she was a guest speaker.

Iowa City, Iowa has a designed institutional loop—connecting schools, government buildings, the library and university—on which experimental uses, such as a pending project to access the library's computer catalog, may be demonstrated.

The library's computer catalog company, CLSI, is pursuing contracts with Hawkeye Cablevision parent cable company to provide home or institutional access to the library's computer catalog using cable television and touch telephones.

TECHNOLOGY

The Community Videotape—A Resource of Technical Tips

by Dave Block, Treasurer, NFLCP

In this column, we try to answer your technical questions about equipment, materials or those funny green lines on the vectorscope. No question is too simple or basic for this column—we'll find out later if any are too complicated for our technical types to figure out. Send your question to Community Television Review, NFLCP, 906 Pennsylvania Ave. SE, Washington DC 20003.

Since this is the first column, we will attack some of the questions which are repeated at technical workshops at NFLCP conventions every year. Meanwhile, send those cards and letters in!

What's a TBC? What's a frame synchronizer? Do I need one of these black boxes?

A Time-Base Corrector (TBC) is a device which stabilizes the unstable video from a videotape recorder (VTR), so it can be processed by other electronic equipment, like a switcher or cable TV modulator. Because a VTR is a mechanical device with belts, pulleys and motors, it is inherently unstable. There is just no way all those wheels can turn at precisely the same speed every single time. This kind of instability can create havoc when you try to run that signal into a video switcher, or send it out on your cable system.

The TBC grabs each "line" of video (beginners, take a very close look at your TV screen, and you'll see that the picture is made up of hundreds of horizontal lines), locks it into perfect sync with the system, and shoots it out again. That allows you to add titles, fades to or from

black, and some other effects as you edit your tape. More important, the stabilized tape cablecasts more reliably to your audience.

Although it is possible to cablecast a videotape without running it through a TBC, a \$4000-to-\$6,000 unit will be a major improvement to your access channel.

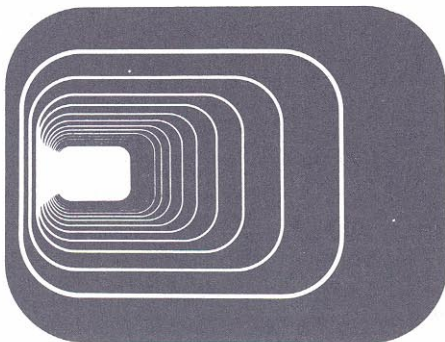
If you will have signals coming in from outside your studio (from a microwave van, or upstream off the cable system) to which you want to make a dissolve, wipe, or a clean (no glitch) cut, then a **Frame Synchronizer** is what you need. These signals are perfectly stable, so you do not need a TBC. The Synchronizer will take these signals and lock them to your studio sync so your switcher can handle them.

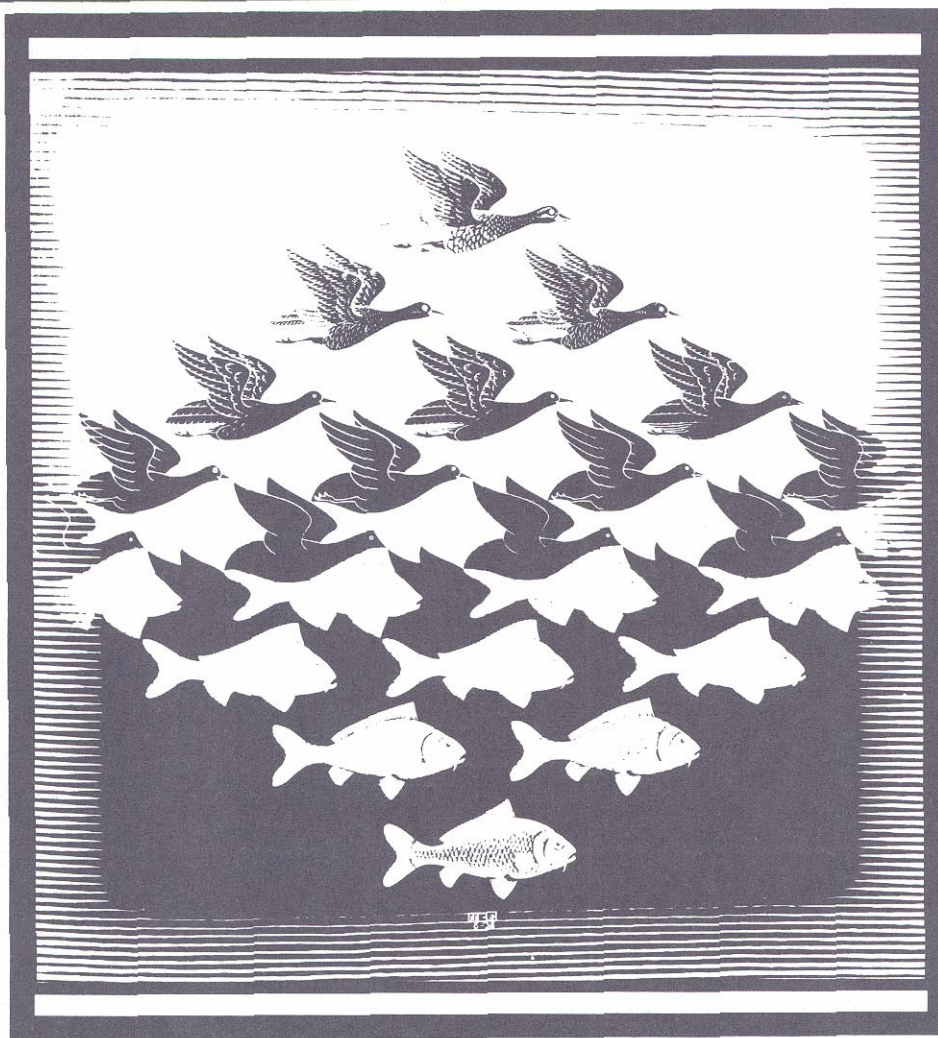
Sometimes, these two items are combined in a single unit called a TBC/Frame Synchronizer. Most applications do not require the extensive capabilities of this box, and they go for about \$11,000 and up. Buy one if those upstream signals we talked about above may be coming from videotape machines—in that case, you need both functions at the same time.

When should I use the TBC?

The general misconception seems to be that you should always **edit** through your TBC. This is not the case at all. Remember that any electronic equipment that your video signal has to pass through will add some level of noise and distortion to the picture.

The best way to edit is to use the "off-tape FM" inputs and outputs which exist on most new editing recorders and players. The





FM system bypasses most of the circuitry inside the machines, and guarantees the cleanest transfer possible.

If you want to add effects (fades, titles) or your original tape is too unstable to dub, then you may have no choice but to run the video from the player through the TBC. Just remember that the TBC really shines in its cablecasting role.

What's the difference between a "one-tube" camera and a "three-tube" camera? Which should I be buying for my access center?

The "tubes" referred to are the image pickup devices in the camera. These have the task of converting the light image which the camera lens has focused onto the "target" of the tube and changing it into an electrical signal.

In a three-tube color camera, the light from the lens is split by a system of filters and either mirrors or prisms into its three primary colors, red, blue and green. Each of the three tubes will see only one of these color images; the camera's electronic circuits then encode them into a complete full-color video signal. Since each tube has a highly specialized job to perform, each can be built and adjusted to the highest levels of sharpness, sensitivity and accurate coloration (called, "colorimetry"). Three-tube cameras are generally more expensive, more complicated, and heavier than one-tube cameras, but are capable of the very best picture quality possible.

A single-tube color camera has a special pickup tube which is capable of splitting up the image into the primary colors inside the tube

itself. This process makes it possible to build cameras which are very small, light, inexpensive and easy to use. They also give up a certain measure of picture quality in the process, but many of these cameras generate a picture which is more than adequate for most access applications. You will find that some single-tube cameras require lots of light to make a really good picture so you should shop carefully if you plan to use your cameras in existing-light situations.

Before buying any cameras (or any other equipment, for that matter), make sure you have studied very carefully exactly what you want to do with them. Are they for studio use, or portable, or both? What will be the level of expertise of the users? Do you have people who are unable to carry a camera which weighs, say, ten pounds? What accessories will you need—studio viewfinder, cable-operated zoom lens, remote camera control unit—are they available for this camera? And, of course, how much can you spend?

Some three-tube cameras which have been in use in access and local origination studios are the JVC KY-1900 and KY-2700, Ikegami ITC-730, Hitachi FP-21, Panasonic WV-777 and Sharp XC-800. Some single tube cameras include the Panasonic WV-3990, Sony DXC-1800, and Hitachi FP-10. There is also a huge selection of new home-video cameras, which are worth looking at for use with your beginning access trainees.

PROGRAMMING

Hometown U.S.A.

by Irwin Hipsman

Programming is a new feature in CTR. Our first column features our own Hometown USA Video Festival. Irwin Hipsman, this year's coordinator writes about the 5th and most successful year of Hometown USA.

Hometown USA is an exciting festival to take part in. This year almost 500 entries were submitted from 35 states ranging from Unalaska, Alaska to around the corner in Somerville, Massachusetts.

Each year we learn from the previous and incorporate ideas to make Hometown easier for the judges, entrants and coordinator. The two key changes this year were separating each of the categories into staff produced, (s), and volunteer, (v), produced entries. The other was to have various access centers in the area pre-screen the tapes and choose the best in each category for final judging.

Some of the trends I noticed in the entries were:

- shorter length of programs
- programs that were part of a series
- improved technical quality and production values
- increased use of dramatization.

If you plan on entering next year's festival here are some hints:

- submit your entry before the March 31 deadline
- send supplementary materials
- do not enter in arts and entertainments. And sent an excerpt along with the finished program.

I estimate that for each program entered there are 100 that were not. That means about 50,000 locally produced cable programs were made in the United States last year.

The winners of the Hometown USA Video Festival are available for distribution. There are 4 packages available. Arts and Entertainment, Documentary, Education, and a mixed package. For more information contact NFLCP, 906 Penn. Ave. S.E., Washington, D.C. (202) 544-7272.

Documentary Event

- V LOUDER THAN OUR WORDS-/WOMEN AND CIVIL DISOBEDIENCE, Lydia Pilcher, Access Video of Western, PA, (37 min.) "History of Women's role in civil disobedience in action at the June 12, 1982 Nuclear Disarmament Rally in New York City."
- S REBOUND: A DREAM COME TRUE, Mark Hayes, Warner Amex Dallas, (28 min.) "Documentary on the Dallas Mavericks Wheelchair Basketball Team and their trip to England."

Documentary Public Awareness

- V END OF THE OLD NEIGHBORHOOD, Lee Richmond, Continental, Newton, MA, (29 min.), "Historical look at Newton Corner, MA and the fight over its redevelopment."

- S NO IMMEDIATE DANGER, Gerald Saldo and Joan Engel, UCARE, PA, (30 min.), "Former resident of Strabene returns home to document the fight over digging up the country's first uranium producing factory."

Entertainment

- V MUSIC IN MOTION, Merlyn Productions, Viacom, Cleveland, OH, (29 min.), "Youngsters practice and dance in studio with effects".
- S BUT CAN YOU DANCE TO IT, Reebee Garofalo, Warner Amex, Somerville, MA, (30 min.) "American Bandstand take-off where dancers move to rock, rhythm, and salsa."

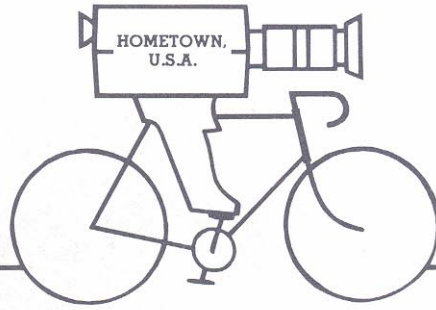
Documentary Profile

- V LABOR MORE THAN ONCE, Liz Mersky, (52 min.), "Documents a lesbian's struggle to maintain custody of her son."
- S FEET, FORTRAN, AND FUTURES, Von Wagoner, Colony, San Pedro, CA, (30 min.), "A look at the Willington, CA schools by a school senior focusing on 3 programs which illustrate the extra education programs offered."

PSA's

- V GUESS WHO IS NOT COMING TO DINNER, V. Cox, Marin Community Video, (1 min.), "PSA on Wheel Chair Access."
- S REAL MEN READ, Jeffery Briggs, Public Library of Columbus, OH, (30 sec.), "PSA on Library uses by all kinds of People."

Hometown Festival Videotapes



Set for National Tour

The Hometown U.S.A. bicycle tour has been packaged this year in a new and special way. Because of the many winners, (26), we were faced with the task of making as many tapes available as possible, but in the most economical way. We chose to package the tapes according to 3 themes: Community Issues, Arts/Sports/Entertainment and People Helping People and also provide a package that would represent a cross section of the winners, a Mixed Package.

For the first time the tapes are dubbed for cablecasting which can be shown 3 consecutive days. Each tape begins with an introduction by George Stoney explaining the NFLCP and the Hometown festival. We think this is the best national tour yet. A sampler tape is available from the NFLCP national office if you would like to preview programs before renting.

MIXED PACKAGE

Library: Database
Athletes On Wheels
Guess Who Is Not Coming To Dinner
Mi General
Interesting Facts About Portland
No Immediate Danger
Labor More Than Once
Rasgado En Dos

COMMUNITY ISSUES

Louder Than Our Words
Local News
No Immediate Danger
Labor More Than Once
AppleBytes
End Of The Old Neighborhood

ARTS/SPORTS/ENTERTAINMENT

Mi General
Rhymes Of Our Times
Bumpnationals
But Can You Dance To It
Rebound: A Dream Come True
Athletes On Wheels
Rosgado En Dos

PEOPLE HELP PEOPLE

Homebirth? The Answer Is Love
Important Facts About Portland
Library: Database
Real Men Read
I Hope It's None We Know
Get Mov'in

- ☐ Yes I want to rent Hometown for a ten day period
- ☐ Mixed Package — Arts/Sports/Entertainment
- ☒ Community Issues — People Help People

Cost: Mixed Packages \$120
Theme Packages \$100
for 10 day rental

Name _____ Address _____

City _____ State _____ Zip _____

Phone _____ Rental Week _____ ; _____

First Choice Second Choice

NFLCP Sustainer Committee

The N.F.L.C.P. provides many services which are not covered by membership fees. Help us to continue our advocacy work and our efforts to promote the concept of community access. Pledge 25¢ a day that's only \$7.50 a month for 12 months to sustain these national efforts.

☐ Yes, please enroll me as a members of the monthly N.F.L.C.P. sustainer committee. \$ _____ is my monthly pledge. I understand I may cancell my pledge whenever I wish.

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*** ANNOUNCING ***

NEW NFLCP PUBLICATIONS AND SERVICES !!!

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TRYING TO CONTACT ONE OF YOUR COLLEAGUES IN ANOTHER TOWN?

NOW AVAILABLE: THE 1983-84 MEMBER DIRECTORY

The National Federation of Local Cable Programmers has just published the 1983-84 Membership Directory, an alphabetic list of 1500 of your friends and colleagues, with names and addresses for each. This list is available ONLY TO MEMBERS for the cost of production, \$4.95 plus postage. This marks the first time in several years that the Directory has been available. It includes all members as of September, 1983. Use the order form below to order. (Please add \$2.00 postage and handling for the first copy, \$.75 each additional copy).

Also available: mailing lists, in label form from the results of the 1983 Community Programming Survey. Coming soon: statistical results of the survey.

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